



FBLA Public Service Announcement

Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Video Presentation					
Topic (social issue) fully and properly researched and demonstrated in video	0	1–3	4–7	8–10	
Video is clear and concise (does not exceed 30 seconds)	0	1–5	6-10	11-15	
Elements included in PSA video are suitable, appropriate, and directed towards a specific audience	0	1–3	4–7	8–10	
Audio and visual elements coordinated and complimentary	0	1–5	6-10	11-15	
Video is effective at informing and/or evoking a changed attitude towards the issue	0	1–3	4–7	8–10	
Presentation shows creativity and originality	0	1–3	4–7	8–10	
Presentation includes an effective opening, body, and conclusion	0	1–5	6-10	11-15	
Transitions are effective and appealing	0	1–3	4–7	8–10	
Audio Editing <ul style="list-style-type: none">• Good quality• Appropriate volume	0	1–5	6–10	11–15	
Proper Use of Video Technology <ul style="list-style-type: none">• Video uses multiple camera angles• Video is smooth and steady• Video is in focus	0	1–5	6-10	11-15	
Titles and graphics enhance overall quality of presentation	0	1–3	4–7	8–10	
Delivery					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
Subtotal				/150 max.	
Time Penalty Deduct five (5) points for presentation over five (5) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines					
Total Points				/150 max.	

School: _____ State: _____

Judge's
Signature: _____ Date: _____

Judge's
Comments: